# Management Services Center News You Can Use

#### July 2012

We hope you are enjoying this new electronic format of the Management Services Center (MSC) quarterly newsletter. The purpose of this newsletter is to keep you current on changes to the schedules managed by the MSC and provide information to help you be successful. Please let us know if there are any topics that you would like to see addressed in upcoming newsletters. If you do have ideas or suggestions that you would like to see in the Newsletter, please send that information to Staci Oetting at staci.oetting@gsa.gov.

#### **News Articles:**

- Marketing to the Federal Government
- Responding to Complex Solicitations!
- <u>Do you have a Digital Certificate? Is it Current?</u>
- Federal Agency Advocates
- Management Services Center Points of Contacts

# TAKE TIME TO VIEW THE VIDEO SERIES ON "MARKETING TO THE FEDERAL GOVERNMENT"

A series of informational videos designed to help GSA Schedules vendors is available at <a href="http://interact.gsa.gov/groups/contractor-success">http://interact.gsa.gov/groups/contractor-success</a> Created through a collaborative effort of the GSA Acquisition Centers, this series of four short videos is called "Schedules Contractor Success – Marketing Matters". The goal is to help GSA Schedules vendors better understand the federal procurement process and become more successful at selling to the government.

The videos cover four key areas:

- What You Should Know About Federal Contracting
- GSA's Role in the Schedule Program
- Contractor's Role in the Schedule Program
- Marketing to the Federal Government

This comprehensive training series reviews the basics of federal contracting and highlights the value of the GSA Schedules program. Current GSA vendors will learn the differences between the myth and the reality of being a GSA contract holder as well as how the government procurement process works, and the many ways the GSA Schedules program benefits both government agencies and vendors. The videos will provide an understanding and appreciation of the roles and responsibilities of both GSA and your organization as part of the Schedules program. Each video series also has a corresponding resource document also available through the Interact site. These pdf's provide all the links mentioned in the videos so that viewers can take their time and look through the plethora of information available to them at no cost. We hope that at the end of the video series, vendors will have a better understanding of how to get noticed by buyers, stay relevant, and improve their marketing and business development efforts. It's hard work and there is no easy recipe for success – but we're confident that each of you can gain valuable new business in the federal government market.

# Respond to complex solicitations with the right team of complementary contractors

For the first time, MAS vendors have an easier way to facilitate their contractor teaming arrangements. With GSA's new Contractor Teaming Arrangements Tool, (CTAT), you can communicate your teaming requirements to a broad audience of MAS vendors, increasing your chances of finding contractors that provide the complementary product or service you need to respond to a complex solicitation.

## CTAT provides major benefits for both the government and its customers:

- Contractors can easily team with other contractors on complex solicitations
- Small businesses can gain the resources they need to compete for larger and more complex procurements
- Contractors who need additional team members can find contractors who want to provide teaming solutions
- Government's customers get a wider range of complete and robust solutions from which to choose.

#### **Accessing CTAT**

You can find CTAT on Interact, the GSA online community. To begin using CTAT, go to <a href="Interact.gsa.gov">Interact.gsa.gov</a>, log in, find the CTAT group homepage, then click "Join" on the right hand side of the web page. You will be asked to provide your MAS contract number and password. Please note this password is the one provided upon your contract award, not your Interact password. (Hint: this same password is used to access eBuy and SIP.)

Use one of the links below to get started today!

Click here to login to Interact CTAT homepage,
or copy and paste the following link, http://interact.gsa.gov/group/ctat

#### **Using CTAT**

Once your membership has been authenticated, you can begin posting and searching for teaming opportunities right from the group homepage.

### **Search Opportunities:**

When you click on "Opportunities" on the CTAT group homepage, it will lead you to all of the teaming opportunities that have been posted to date. Posts are listed in chronological order and can be easily sorted by category, date, etc. Each post offers detailed information and the ability to contact the vendor to learn more.

Remember to check back frequently as new opportunities are always being posted.

### **Post Opportunities:**

Under actions in the right hand side, you'll find "Create CTAT Opportunity." Using this feature, you can post teaming opportunities with basic contract information and documents as needed. All replies to your post will be sent directly to your email.

#### Other Helpful Links:

- Resources, Training and Tools for help with your GSA contract found here http://www.gsa.gov/portal/content/203017
- More information about Contractor Teaming Arrangements found here http://www.gsa.gov/portal/content/200553

## Do you have a Digital Certificate? Is it Current?

It is very important that those in your company that are authorized by letter to sign and negotiate on your GSA Schedule contract have a current digital certificate. They are only good for 2 years and have to be renewed. Is yours current or coming up for renewal during the time your Option is to be exercised? Without a current digital certificate, you will not be able to sign modifications or accept Options to your contract.

It is required that all companies responding to a GSA Schedule solicitation do so electronically, via e-offer. A digital signature certification is required. Information on obtaining a digital certificate can be found at: <a href="mailto:eoffer.gsa">eoffer.gsa</a>.

If you have any additional questions on how to obtain a digital certificate, please contact Barry Nelson at (253) 931-7268 or barry.nelson@gsa.gov.

## Federal Agency Advocates

The Management Services Center has assigned Anthony (Tony) Cecchi and Maureen Duckworth to be full time Federal Agency Advocates. Tony and Maureen focus on assisting federal agencies in using the Multiple Award Schedules program. Some of the routine assistance is:

Explaining the use of eTools (GSA Advantage, eLibrary and eBuy)

- Providing websites for specific needs (how to see a solicitation, find all the clauses assigned to each contract, see examples of Performance Work Statements/Statements of Work, Special Item Number descriptions, Federal Acquisition Regulation references, etc)
- Performing scope reviews for task orders (to determine both the best fit for a Schedule and the whether the use of the MAS is appropriate).
- Answering common contracting questions about various subjects (maximum order, simplified acquisition threshold, option periods, teaming, subcontracting, pricing, Service Contract Act (SCA) pricing, business size issues, etc)
- Connecting agencies with contracting experts, MAS training options, Assisted Acquisition Services, Contracting Officers, and more.

Maureen and Tony are resources you can use if you have an agency contact that needs assistance. You are welcome to send an agency representative to:

Maureen Duckworth, Maureen.duckworth@gsa.gov, (253) 931-7514

Tony Cecchi, Anthony.checchi@gsa.gov, (253) 931-7258

## **Management Services Center Points of Contact**

Business Managers assigned to promote overall success of each Schedule:

Staci Oetting, staci.oetting@gsa.gov, (253) 931-7611

**Consolidated Schedule** 

**Environmental Schedule** 

Barry Nelson, barry.nelson@gsa.gov, (253) 931-7268

Logistics Worldwide (LogWorld) Schedule

**Professional Engineering Services (PES) Schedule** 

Tammy Lindsley, tam.lindsley@gsa.gov, (253) 931-7627

Mission Oriented Business Integrated Services (MOBIS) Schedule

Language Schedule